



Coalition for a Healthy Flathead

Protect Your Skin Today & Every Day

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To help reduce rising rates of skin cancer from overexposure to the ultraviolet rays of the sun, the National Council on Skin Cancer Prevention has designated the Friday before Memorial Day, May 28, 2010, as “Don’t Fry Day” to encourage sun safety awareness and to remind everyone to protect their skin while enjoying the outdoors.

The action step the National Council on Skin Cancer Prevention emphasized for 2009 was “Slap on a Hat,” encouraging everyone to wear protective clothing like a wide-brimmed hat to provide important protection from too much sun.

This year the National Council is emphasizing practicing all of the action steps --because no single step can fully protect from overexposure to UV radiation,

so use as many of the following actions as possible.

- * Avoid sun burning, intentional tanning, and using tanning beds.
- * Apply sunscreen generously.
- * Wear sun-protective clothing, wide-brimmed hat, and sunglasses.
- * Seek shade.
- * Use extra caution near water, snow, and sand.
- * Get vitamin D through diet and vitamin D supplements.

As warm weather approaches and millions of Americans prepare to enjoy the great outdoors, the risk for ultraviolet (UV) damage of the skin increases.

Skin cancer is on the rise in the United

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Let's Celebrate!

**Smokefree
MONTANA**

May is Montana Quit Month

May is Montana Quit Month! and the 6th Anniversary of the Montana Tobacco Quit Line. The quit line, funded by the Montana Tobacco Use Prevention Program, is the state’s free service that has helped more than 10,000 Montana tobacco users to quit.

To help kick off the month, the quit line will extend its free Nicotine Replacement Therapy (patches, gum, or lozenges) from two weeks to four throughout May. Beginning May 1, the quit line will add the smoking cessation medication bupropion as another

quit line benefit. Participants will pay only a \$5 co-pay per month for up to three months for this new benefit.

The Montana Tobacco Quit Line offers free cessation coaching on how to quit, help developing individualized quit plans, free Nicotine Replacement Therapy (patches, gum, or lozenges), and reduced-cost Chantix or bupropion. Calls are toll-free at **1-800-QUIT-NOW (784-8669).**

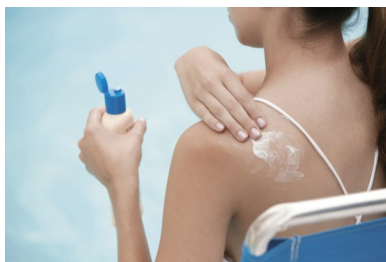
Skin

States, and the American Cancer Society estimates that one American dies every hour from skin cancer. It is estimated that this year 62,480 cases of malignant melanoma, the most serious form of skin cancer, and more than one million cases of basal cell or squamous skin cancer will be diagnosed in the U.S.

Fortunately, skin cancer is highly curable if detected in its early stages. An easy way to remember sun safety awareness is to Slip! Slop! Slap!...and Wrap — slip on a shirt, slop on sunscreen of SPF 15 or higher, slap on a hat, and wrap on sunglasses. The best way to detect skin cancer early is to examine your skin regularly and recognize changes in moles and skin growths.

Most skin cancers are caused by overexposure to UV radiation. A tanned appearance has become a sign of a good look and good health, fueling the increasing trends of sunbathing and tanning beds among young adults and women. However, using a sunless

self-tanning product and continuing to apply sunscreen can help greatly reduce skin cancer risk. Individuals with lighter-toned skin are more susceptible to UV damage, although people of all races and ethnicities can be at risk for skin cancer. Those who have a family history of skin cancer, plenty of moles or freckles, or a history of severe sunburns early in life are at a higher risk of skin cancer as well. To minimize the harmful effects of excessive and unprotected sun exposure, protection



from intense UV radiation should be a life-long practice for everyone.

The National Council on Skin Cancer Prevention is the united voice of 45 groups dedicated to reducing skin cancer morbidity and mortality in the United States. Council members represent some of the nation's premier researchers, clinicians and advocates for melanoma and skin cancer prevention.

Source: National Council on Skin Cancer Prevention

Lung Cancer Kills 70,000 U.S. Women a Year

Non-smoking women appear to be two-to-three times more likely than non-smoking men to get lung cancer, U.S. researchers said.

Researchers at the Women's Health Policy and Advocacy Program at Brigham and Women's Hospital in Boston and the Lung Cancer Alliance in Washington said in a report lung cancer kills more U.S. women than any other cancer -- nearly 200 women each day and



most will die within one year of diagnosis. Approximately 70,500 U.S. women will die annually from lung cancer, the report said.

The report, *Out of the Shadows*, said more than 25,000 women who never smoked are diagnosed with lung cancer each year.

Research shows women with lung cancer have smoked less on average -- 31 pack years vs. 52 pack years -- than their male counterparts, are younger and are

two-to-three times more likely than their male counterparts never to have smoked.

Of all major cancers, lung cancer in women is the least funded in terms of research dollars per death -- \$1,438 per death compared to \$36,945 per death of cervical cancer and \$28,313 per death for breast cancer, the report said.

See the related report at www.lungcanceralliance.org

Source: Lung Cancer Alliance

MONTANA TOBACCO



- * Free Counseling
- * Free Information
- * Free Nicotine Replacement
- * Reduced cost prescription Chantix & Zyban

Upcoming Events

May 3:	Melanoma Monday
May 6:	MTCCC Statewide Mtg
May 12-13:	MTUPP Statewide Mtg
May 20:	Coalition Meeting
May 28:	Don't Fry Day
May 31:	World No Tobacco Day
June 22-24:	reACT Teen Summit

Skin Cancer Facts with Statistics

Skin cancer is the most common form of cancer in the United States. More than one million skin cancers are diagnosed annually.

It is estimated that one American dies every hour from skin cancer.

Each year there are more new cases of skin cancer than the combined incidence of cancers of the breast, prostate, lung and colon.

One in five Americans will develop skin cancer in the course of a lifetime.

The sun is the primary source of excessive ultraviolet (UV) radiation, which is the cause of

most skin cancers. Immediate adverse effects of excessive exposure are sunburn and eye damage; longer effects include premature aging of the skin and skin cancer.

It is estimated that more than one million cases of basal cell or squamous skin cancer (nonmelanoma) and 68,720 cases of malignant melanoma (the most serious form of skin cancer) were diagnosed in 2009 in the U.S.

The incidence of many common cancers is falling, but the incidence of melanoma continues to rise significantly, at a rate faster than that of

any of the seven most common cancers.

The American Cancer Society estimates that 11,590 people died from skin cancer in 2009, mostly due to malignant melanoma, which is among the **fastest rising** cancers in the U.S.

Melanoma is the second most common form of cancer for young adults 15-29 years old.

The number of women under age 40 diagnosed with basal cell carcinoma has more than doubled in the last 30 years; the squamous cell carcinoma rate for

women has also increased significantly.

In 2006, in the 116 largest (most populous) U.S. cities, there were, on average, more tanning salons than there were Starbucks® coffee shops.

The states with the highest incidence rates of

melanoma are: New Hampshire, Vermont, Rhode Is-

land, Utah, Connecticut, Idaho, Delaware, Washington, Oregon, and Massachusetts.

Whether from the sun or an artificial source, ultraviolet radiation (UVR) is a proven human carcinogen.

Don't Fry Day

Friday, May 28, 2010

What You Can Do to Be Safe in the Sun:

Do Not Burn

Overexposure to the sun is the most preventable risk factor for skin cancer.

Avoid Sun Tanning and Tanning Beds

Ultraviolet (UV) light from tanning beds and the sun causes skin cancer and wrinkling. If you want to look like you've been in the sun, use a sunless self-tanning product instead.

Cover Up

Wear protective clothing, such as a long-sleeved shirt, pants, a wide-brimmed hat, and sunglasses, where possible.

Seek Shade/Use Umbrellas

Seek shade when appropriate. Remember that the sun's UV rays

are strongest between 10 a.m. and 4 p.m.

Generously Apply Sunscreen

Generously apply sunscreen to all exposed skin using a Sun Protection Factor (SPF) of at least 15 that provides broad-spectrum protection from both UVA and UVB rays. Reapply every two hours, even on cloudy days, and after swimming or sweating.

Use Extra Caution Near Water, Snow and Sand

Water, snow and sand reflect the damaging rays of the sun, which can increase your chance of sunburn.

Check the UV Index

The UV Index provides important information to help you plan your



The Friday before Memorial Day is

Don't Fry Day™

www.skincancerprevention.org

outdoor activities in ways that prevent overexposure to the sun. Developed by the National Weather Service (NWS) and EPA, you can find the UV Index for your area online at: www.epa.gov/sunwise/uvindex.html.

Get Vitamin D Safely

Get vitamin D safely through a diet that includes vitamin supplements and foods fortified with vitamin D. Don't seek the sun or indoor tanning.

Source: Council on Skin Cancer Prevention

Flathead County Health Department

We're on the Web:

flatheadhealth.org/healthadmin

THE COALITION FOR A HEALTHY FLATHEAD is a joint effort between the Flathead County Tobacco Use Prevention Program and the Region 1 Comprehensive Cancer Control Program.

Tobacco Prevention has a mission to reduce tobacco use by promoting a tobacco-free lifestyle and focuses on changing the way tobacco is used, sold and promoted in Montana; preventing youth from beginning a lifetime of addiction to tobacco products; and helping to protect non-smokers from the hazardous effects of secondhand smoke. Comprehensive Cancer Control has a mission to reduce cancer incidence, morbidity, and mortality, and cancer related health disparities. The program works to bring many partners together, use data and research results to identify priorities among cancer issues, implement evidence-based solutions, and use limited resources efficiently.

To join, contact Wendy Olson at 751-8106, wolson@flathead.mt.gov or Leslie Deck at 751-8107, ldeck@flathead.mt.gov.